

IN THE CLAIMS

1. **(currently amended)** A method for making a promotional offer by a seller to a customer ~~in~~at a point-of-sale (POS) outlet, the method comprising the steps of:
 - recognizing the customer as being present in the POS outlet;
 - determining an identity of the recognized customer;
 - selecting the promotional offer from an offer inventory, the offer inventory including at least one of a product offer and a service offer of the seller; and
 - presenting the promotional offer to the customer while the customer is present ~~in~~at the POS outlet by dispatching a human host to interact with the customer; wherein the promotional offer is selected based on at least one characteristic associated with the customer identity.
2. (original) The method of claim 1, wherein the customer identity is determined using individual identification means coupled to a customer database.
3. (original) The method of claim 2, wherein the individual identification means is selected from the group consisting of image recognition means, voice recognition means, and card recognition means.
4. (original) The method of claim 3, wherein the card recognition means recognizes at least one of credit cards and identification badges.
5. (original) The method of claim 2, wherein the customer identity includes an individual customer identity.

6. (original) The method of claim 2, wherein the customer identity includes at least one of a plurality of predetermined customer groups.

7. (original) The method of claim 6, wherein the plurality of predetermined customer groups are defined according to at least one of product types offered by the seller, service types offered by the seller, purchase levels of the customer and other customers, purchase frequencies of the customer and the other customers, and term of relationship between seller and customer and seller and other customers.

8. (original) The method of claim 2, further comprising the step of retrieving customer information associated with the customer identity from the database.

9. **(currently amended)** The method of claim 8, wherein the retrieved customer information includes at least one of customer purchase information and customer interest information.

~~9. The method of claim 8, wherein the at least one identified characteristic is determined based on the retrieved customer information.~~

10. **(currently amended)** The method of claim 9, wherein the at least one identified characteristic is determined based on customer information relating to activities undertaken by the customer ~~in~~at the POS outlet.

11. **(currently amended)** The method of claim 10, wherein the customer information relates to at least one of areas of the POS outlet visited by the customer and purchases made ~~in~~at the POS outlet by the customer.

12. **(currently amended)** The method of claim 10, wherein the customer information relating to activities undertaken by the customer ~~in~~at the POS outlet is stored in the customer database.

13. (original) The method of claim 8, wherein the selecting step further comprises step of: evaluating a plurality of promotional offers in the inventory as a function of an offer cost and an anticipated return on investment (ROI).

14. (original) The method of claim 13, wherein the anticipated ROI is evaluated based on the retrieved customer information.

15. – 18. **(canceled)**

19. (original) The method of claim 2, further comprising the step of tracking interactions between the customer and the seller occurring subsequent to the presenting step.

20. (original) The method of claim 19, wherein the interactions tracked include at least one of product sales between the seller and the customer and service sales between the seller and the customer.

21. **(currently amended)** The method of claim 19, wherein customer information relating to the tracked interactions is storedin the customer database.

22. (original) The method of claim 19, wherein the promotional offer is evaluated as a function of customer information relating to the tracked interactions.

23. **(currently amended)** The method of claim 19, wherein the subsequent interactions tracked include interactions between the customer and the seller occurring ~~in~~ at the POS outlet following the presenting step.

24. (original) The method of claim 16, wherein an offer presentation mode is selected as a function of customer interests and needs, said mode selected to be optimal as to an anticipated return on investment (ROI) and an associated cost.

25. **(new)** The method of claim 8, wherein the at least one identified characteristic is determined based on the retrieved customer information.